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- management and delivery products and processes to implement, and how to implement them; and
- applying these key considerations and processes to the system design problem with the assistance of a framework showing basic content management and delivery element relationships, whereby such a solution to the system design problem is produced.

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2. (Amended) The method of claim 1 wherein the solution to the system design problem includes facilities whereby coherent sales, training, electronic learning or marketing campaigns are efficiently generated to web-based and other clients.

3. (Amended) The method of claim 2 wherein the solution to the system design problem includes facilities whereby transaction processing and execution are monitored and captured for adding data to a target customer's profile.

5. (Amended) The method of claim 4 wherein the formalized framework is used to guide discussions about desired capabilities of the desired content management and delivery system.

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6. (Amended) The method of claim 5 wherein through the use of this formalized framework and associated processes and considerations, a meaning of content management is developed and a set of process considerations required for this definition of content management is provided.

7. (Amended) The method of claim 5 wherein through the use of this formalized framework and associated processes and considerations, an assessment of business capabilities to be supported is made.

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8. (Amended) The method of claim 7 wherein through the use of this formalized framework and associated processes and considerations, an effective design solution is achieved including an assessment of available products and services.

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9. (Amended) A system for use in designing a coordinated content management and delivery system comprising:

- a first logic mechanism for determining key considerations related to a client environment;
- a second logic mechanism for determining key processes for use in developing a solution to a system design problem, the system design problem being the determination of what content management and delivery products and processes to implement, and how to implement them; and
- applying these key considerations and processes to the system design problem with the assistance of a framework showing basic content management and delivery element relationships, whereby such a solution to the system design problem is produced.

10. (Amended) The system of claim 9 wherein the solution to the system design problem includes computer based facilities whereby coherent sales, training, electronic learning or marketing campaigns are efficiently generated to web-based and other clients.

11. (Amended) The method of claim 10 wherein the solution to the system design problem includes computer based facilities whereby transaction processing and execution are monitored and captured for adding data to a target customer's profile.

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13. (Amended) The system of claim 12 wherein the formalized framework is used to guide discussions about desired capabilities of the desired content management and delivery system.